



**CITY OF HOUSTON  
ADMINISTRATION & REGULATORY AFFAIRS  
DEPARTMENT  
S33-Q23759  
NOTICE OF INFORMAL REQUEST FOR PROPOSALS**

**STRATEGIC  
PURCHASING DIVISION**  
901 Bagby Street, Concourse  
Level  
Houston, Texas 77002  
(832) 393-8733  
(832) 393-8759 Fax

**GENERAL TERMS & INSTRUCTIONS**

The City of Houston Administration and Regulatory Affairs Department-Parking Management Division (the City) is soliciting proposals from qualified professional firms (Consultant Firm) to provide "Consulting Services for Parking Management Best Practices and Strategic Plan Development."

The Scope of Work/Services for this project is outlined below. If you should have additional questions regarding this RFP or believe that your company/organization meets the minimum requirements as outlined in the Scope of Work/Services of this RFP, please submit your response to Conley Jackson, Senior Procurement Specialist, via one of the following methods listed below by: **Friday, October 8, 2010 at 2:00 p.m. CST:**

**Pre-Proposal Conference:** There will be no pre-proposal conference. Prospective proposers needing additional information/clarification to this request for proposal (RFP) are requested to e-mail questions to Conley Jackson at conley.jackson@houstontx.gov. The deadline for submitting questions is **Monday, October 4, 2010 at 9:00 a.m. CST.** **No questions will be accepted after October 4, 2010.** All relevant questions will be answered via letter of clarification to this RFP and posted on the City's e-bidding website and automatically e-mailed to all who registered to receive this RFP.

E-mail (preferred method): conley.jackson@houstontx.gov


Fax Number: (832) 393-8759

Mail: City of Houston  
Strategic Purchasing Division (Suite B500, Room B513)  
901 Bagby Street  
Houston, Texas 77002

**SCOPE OF WORK/SERVICES**

**1.0 PROJECT UNDERSTANDING:**

- 1.1 The City of Houston Administration and Regulatory Affairs Department-Parking Management Division is interested in conducting an objective review of its current parking management program with a focus on parking management best practices and the development of a Parking Strategic Plan. As the managers of key infrastructure elements that contribute to the overall success of downtown, the Houston Parking Management Division is interested in benchmarking itself against other successful parking programs from around North America and identifying opportunities to enhance its existing program.
- 1.2 The City of Houston parking program is intended to serve as a blueprint for the development of a comprehensive parking plan, encompassing all aspects of on-street and off-street parking elements; enforcement; and implementation of the most effective parking strategies in the areas identified below:
  - 1.2.1 Downtown CBD

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1.2.2 Midtown

1.2.3 East Downtown

1.2.4 TSU Area

1.2.4.1 Blodgett from Ennis St to Scott St

1.2.4.2 Ennis St from Blodgett to Cleburne St

1.2.5 Museum District

## **2.0 RESPONSIBILITIES:**

2.1 The City of Houston Parking Management Division will provide background information on current parking system assets, management practices and program overviews.

2.2 This information will be thoroughly reviewed prior to any site visits. A multi- phased approach is suggested as outlined below:

2.2.1 **Project Task No. 1:** - Conduct an initial assessment of current parking system facilities and programs.

2.2.2 **Project Task No. 2:** - Define a community outreach strategy with Houston Parking Division staff and conduct a series of customer group interviews. Please describe the best way suggested to accomplish this.

2.2.3 **Project Task No. 3:** - Analysis of Parking Supply & Demand - Summarize current and projected parking conditions in each study area (Downtown CBD, Midtown, East Downtown, TSU/UH Area, and Museum District).

The summary of current and projected parking conditions shall include:

2.2.3.1 Existing parking supply, demand and utilization

2.2.3.2 Projected supply, demand and utilization

2.2.3.3 Utilization and proposed rates by projected development type

2.2.3.4 Overview of parking rates at relevant competing facilities in downtown Houston.

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**2.2.4 Project Task No. 4: - Parking Inventory**

The selected firm will conduct an inventory of existing parking facilities within each study area identified. As part of the inventory of public parking (on-street and off-street), the firm shall perform the following tasks:

2.2.4.1 Obtain available parking inventories from the City to utilize as base information.

2.2.4.2 Confirm the study area boundary and location of public parking facilities where inventories shall be performed.

2.2.4.3 Review existing data for consistency and completeness and identify gaps in information.

2.2.4.4 Perform a field survey of each parking facility to establish the total number of spaces per facility. Both off-street parking and on-street parking spaces within the study area shall be counted as part of this effort. The parking inventory will be performed by city blocks or districts, whichever is more appropriate based upon project objectives.

2.2.4.5 Digitize parking inventory data and utilize a Geographic Information System (GIS) to develop a database and thematic map to illustrate the location of public (on-street and off-street) and private parking spaces.

The results of the parking inventory task will serve as the baseline for a future parking study.

**2.2.5 Project Task No. 5: - Perform Parking Utilization Studies**


The selected firm will perform parking utilization studies within each geographic area or district.

**2.2.5.1 Parking Observations**

2.2.5.1.1 Parking observations will be performed within each of the geographic areas or districts through continuous foot and/or vehicle patrols at hourly intervals to record utilization. Observations will be performed on both the weekdays and weekends for one week during the day and night as needed by the specific traffic of each area.

**2.2.5.2 Parking Turnover**

2.2.5.2.1 In conjunction with the parking observations, the selected firm will perform sample surveys within each of the geographic areas or districts to estimate whether the facility is used to meet short- and/or long term parking needs. Surveys (in person, license plate, or video surveillance) will be performed at hourly intervals for up to eight hours for a maximum of five days.

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#### 2.2.5.3 Visual Surveys

- 2.2.5.3.1 The selected firm will perform visual surveys at the public parking facilities to determine ease of access, signage, lighting, and perceived safety. The observations will be documented for each facility.

#### 2.2.5.4 Parking Demand

- 2.2.5.4.1 The selected firm will develop a model to calculate and project the parking demand within each geographic area or district. This model will compare the parking requirements with generally recommended parking generation rates from the Institute of Transportation Engineers (ITE) and the Urban Land Institute (ULI).

### 2.2.6 **Project Task No. 6: - Analysis of Community Impacts and Parking Enforcement**

- 2.2.6.1 Analysis of existing surface parking enforcement mechanisms in terms of how they might support the City's Parking Program while still providing for the needs of residents and others who utilize surface parking

- 2.2.6.2 Analysis of the potential use of parking meters, fines, and other parking-related mechanisms in the study areas as a tool to support the City's Parking Program. The task shall include the following:

#### 2.2.6.2.1 Analysis of on-street program


- a. Location of meters
- b. Hours of operation
- c. Special programs, such as Parking Business Districts
- d. Fee schedule
  - 1) Hourly
  - 2) Congestion Pricing
- e. Validations
- f. Non-revenue users

- 2.2.6.3 The outputs and materials the firm shall provide the City of Houston as part of this project shall include but not be limited to:

- 2.2.6.3.1 Base the overall current parking program assessment approach on a long term Parking Program Strategic Assessment process.

- 2.2.6.4 Document Phase One findings in a written report. Submit a draft report for review and comments.

- 2.2.6.5 Finalize the Phase One report.

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2.2.6.6 Be available to meet with city officials, stakeholders, and make presentations on the findings as needed but not more than 3 presentations.

### 3.0 **VENDOR EXPERTISE/EXPERIENCE/QUALIFICATIONS:**

- 3.1 Please provide the following information detailing the expertise, experience and qualifications of your team:
- 3.1.1 Provide a brief statement describing the Offeror's background information, history, resources and/or track record. Please limit to three (3) pages.
  - 3.1.2 Provide an organizational chart of proposed team of staff for this project.
  - 3.1.3 Provide resumes of key personnel whom will be responsible for the delivery of the project's objectives.
- 3.2 **The Qualified Vendor Must Have The Following Expertise And Experience:**
- 3.2.1 Consultant team must have prior experience with project assessment and developing strategies for parking systems equal to or similar in size to the City of Houston.
  - 3.2.2 Consultant team members must each have at least 8 years project management and customer relations.
  - 3.2.3 Consultant team members must have experience with at least one project where a parking strategic plan was implemented for a government agency within the Continental United States.

### 4.0 **ADDITIONAL REQUIRED DOCUMENTS:**

The documents listed in the table below must be provided with the proposal:

<b>TABLE 1 - REQUIRED FORMS</b>
Affidavit of Ownership.doc
Fair Campaign Ordinance.doc
Statement of Residency.doc
Drug Forms
Pay or Play Acknowledgement Form & Certification of Agreement to Comply with Pay or Play
All Applicable Items as Referenced and Required in Scope of Work/Specifications

**Additional Required Documents can be found on the SPD e-bid website at:**  
**[http://purchasing.houstontx.gov/solicitation\\_forms.html](http://purchasing.houstontx.gov/solicitation_forms.html)**



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**5.0 EVALUATION:**

5.1 Evaluation of each proposal shall be based on the following criteria:

5.1.1 Expertise/Experience/Qualifications – 85%

5.1.2 Conformance to IRFP Requirements - 15%

A handwritten signature in cursive script that reads "Calvin D. Wells".

Calvin D. Wells, Deputy Director  
City Purchasing Agent

Date

9-22-10